

## SUPER SIMPLE SUPER POWERFUL SCRIPTS

### 3 KEYS TO AN EFFECTIVE INVITATION

**Short:** Be in a hurry! Successful people move fast and people are attracted to their speed. Plus it minimizes questions.

**Simple:** For Duplication! The invitation scripts must be Easy to Say, Easy to Learn, Easy to Teach

**Lead to a Presentation:** This is the ONLY goal of inviting! Don't explain, lead your candidate to LOOK.

### INVITATIONS THAT WORK!

**THE GIFT** (Great for people you have good relationships with)

- “Tom, are you going to be there for the next 30 minutes? (YES) Great! I’m on my way, I’ve got a gift for you!”
- REVERSE: “Tom, what are you doing after work today?” (JUST HEADING HOME) “Great! Swing by my house/office, I’ve got a gift for you!”

**THE GOOD DEED** (Great for close family and friends)

- “Tom, found a way we can help some people and make some money. If I share some information with you, will you review it tonight?” (SURE, WHAT IS IT?)

**EVALUATION** (Great for people that you feel, for whatever reason, uncomfortable about approaching because of their status, position or income)

- “Tom, you are one of the sharpest people I know. I need a favor. I want to make sure I’m doing the right thing and I need you to evaluate something for me. What are you doing after work?”

**THIRD PARTY** (Great for EVERYBODY, best for people you’ve just met!)

- “Tom, do you know anybody in Miami?” (YES. WHY?) “Well, I’m starting a business in Miami and I need to get connected.” (WHAT BUSINESS?)
- “Tom, do you know anybody who wants to earn \$3,000-4,000 a month part-time?” (DOING WHAT?)
- “Tom, do you know anybody who has high cholesterol?” (YES. ME! WHY?) “Well, have you ever seen one of these before?” (hand them a sample) (WHAT IS THIS?)
- “Tom, do you know anybody who has been hit hard by this recession?” (EVERYONE I KNOW! WHY?) “Well, I’m working on a project that’s helping people hit hard by the recession earn \$3,000 -4,000 a month to help pay the bills. (WHAT’S THE PROJECT?)

**RECESSION** (Great for cold calling)

- “Tom, I saw the sign on your car. Are you still with Tampa Pet Sitters?” (YES) “Great. Listen, I don’t know you and you don’t know me, but I’m a business owner just like yourself and I hope this recession has not affected you the way it has affected me. In any case, do you know anybody who... “(use a Third Party invitation)

**GRAND OPENING** (Great for close friends and associates)

- “Tom, I’m having the **Grand Opening** of my new business at my house on Thursday 7pm. I need you to be there!” (WHAT IS IT) “Just be there 7pm! I really need your support.”

**Always remember, YOU have the GIFT! They are not doing you a favor by looking You are doing them a favor by offering them an opportunity that can dramatically change their lives!**

## WHEN THEY ASK, “WHAT IS IT?”

### BILLIONAIRE

- “Tom, have you ever heard of the billion dollar software company X?” (YES)  
“Great! Well, the BILLIONAIRE founder of this software company has invested millions in a new company with a new technology nobody has seen before. They’re trying to penetrate the Tampa market and they are paying ridiculous amounts of money! So they are looking for people who are well connected.”

### TIMING

- “It’s about Timing! It’s about taking advantage of something that’s about to explode. Listen, Tom. **I’ve done my own research.** This is not pie-in-the-sky! This DVD / web link has all the facts and it’s only ten minutes. If I give it to you, will you review it tonight?”

### CHECK IT OUT

- “The DVD / web link has all the facts. It’s only ten minutes. I’ll answer all your questions after you check it out. If I give it to you, will you review it tonight?”

### HOT TIP: THE COMMITMENT LOCK DOWN!

USE THESE POWERFUL PHRASES TO COMPEL PEOPLE TO ATTEND YOUR PBR! BE STRONG AND DIRECT TO LOCK DOWN THEIR COMMITMENT TO ATTEND.

- “It’s very important to my wife and I that you be there.”
- “Don’t tell me yes and then not show up! I’m counting on you to be there. I’ll save a seat for you!”
- “You’re not going to hurt my feelings if you don’t get involved. All I want is for you to do me a favor and **AT LEAST** look at it.”
- “Look, I’ve done my own research. We can really make a lot of money with this!”
- “You **CANNOT MISS IT!** You **HAVE** to be there! This is **BIG!**”



## WHEN YOU TAKE THE PRODUCT AND SOMEBODY ASKS, “WHAT IS THAT?”

### FORMAT: “You know how...? Well, this...”

- HRT: (WHAT IS THAT?) “You know how people take pills for cholesterol but then later on suffer side-effects to their kidneys and liver?” (YES) “Well, this is in gel form so there are no side-effects. I’ve got extra, do you know anybody who would want to try one?”
- OHM: “You know how people take energy drinks but then suffer a crash after? Well, this is an energy gel without the crash. Here, try one!”
- FIT: “You know how people keep taking weight loss products that don’t work or work too slow? Well, this is a natural weight-loss gel that has helped me lose 10 lbs in 2 weeks! I’ve got extra, do you know anybody who would want to try one?”

**Be creative! Develop your own product testimonies and make your own product scripts. Be highly visible to others when you use your products and always have extra to share!**

## HANDLING THE 4 MAJOR OBJECTIONS

There are only four major objections you will hear:

1. **I don't have TIME**
2. **I don't have MONEY**
3. **I don't like SALES**
4. **This is one of 'em PYRAMID thayngs!**

The best way to handle these objections is to NOT handle them at all! You will only get into an argument. Plus the other person will feel that you have invalidated their opinion and will then try to prove to you that they are right. This happens particularly with the pyramid and sales objection. *REMEMBER, YOUR ONLY GOAL IS TO GET THEM TO LOOK!* So sidestep the objection by saying this:

- “Tom, do me a huge favor. Take a look at the info and then you tell me if you need a lot of time for it / if you need a lot of money / if it's sales / if it's one of those illegal pyramids.”

## ENROLLING

Always give your candidate the opportunity to enroll after the first look, after the PBR, after the briefing and after the training. There is no need for a magical “close”. Remember, you are SORTING! They either get it or they don't. Here's the only “close” you will ever need:

- **“So Tom, what do you think?”**

There are only 4 possible responses to this question and here is how to handle each one:

- **“I'm ready to get started!”**

“Great! Executive, right?” - assume executive, let them tell you if they want to start at the personal level. Then fill-out the application form **on the spot!**

- **“I have questions.”**

“Great! What are your questions?”

- **“I only want to try the products.”**

“Great! What are your top three?” - fill-out the order form **on the spot!**

- **“Thanks, but this is not for me.”**

“Great! Thanks for looking. Maybe you can still help me. Can you give me three names of family or friends who could use the product or use the extra income?” - fill-out the **REFERRAL FORM** on the spot!

Or

“Great! Which product did you like best?” - fill-out the order form **on the spot!**

## THREE-WAY CALL

**HOW?** While your candidate is on the line, press the flash or send button, dial the number of your upline, wait to connect, then press the flash or send button again to connect the three-way call.

**Edify your upline, not the prospect!!!** “Tom, I want to introduce you to Ms. Carla Brown. Carla is one of the most successful leaders in the company and she knows all the facts. Tom - Carla, Carla - Tom.”

**Your upline will then edify you back before they take questions:** “Tom, I have a personal interest in anybody that Will puts on the phone with me because of everything that Will has done for the organization. He is an important leader and you, Tom, are in good hands.”

Do not interrupt, take notes and let your upline invite your candidate to take the next step!